

AA British Insurance Premium Index – 2015 quarter 1

21 April 2015

The AA British Insurance Premium Index (Index) has been tracking the quarterly movement of car and home insurance since 1994. It measures the five cheapest quotes for each 'customer' to provide the Shoparound index, as well as the market average premium (an average of all quotes on a UK-representative basket of 'customers').

Motor insurance premiums	2
Home insurance premiums	6
Index motor insurance trends since 1994	9
Index home insurance trends since 1994	10

Media contact

Ian Crowder

01256 492 844 ian.crowder@theAA.com

The information in the Index may only be used internally by the business (Internal Business Use) on the following terms. Internal Business Use means use of the information contained in the Index in reports and submissions – that do not carry advertising – in internal business activities. It specifically excludes any commercial use and exploitation including any use whereby the user obtains direct or indirect revenue, for example as part of any publishing activity, promotion, marketing or advertising. The AA copyright notice must be displayed on all such information. Press journalists may use the Index for editorial purposes without prior permission.

Any use of the Index other than as above is not permitted without the prior written consent of the AA (contact details above).

The AA excludes all implied warranties and conditions to the fullest extent permitted by law. The AA does not in any way warrant the accuracy or completeness of the Index, and by using the Index the user acknowledges that it is relying upon its own skill in determining its suitability for any general or specific purpose and accepts that the Index may not be error free.

Automobile Association Insurance Services Limited is authorised and regulated by the Financial Conduct Authority (FCA).

Motor insurance premiums – 2015 quarter 1

Car insurance premiums fall again, AA Index finds

- Shoparound premium falls by a fiver over first quarter of 2015
- Low premiums can't last, says AA

There was good news for motorists as the average quoted premium for a typical annual comprehensive car insurance policy fell over the first three months of 2015.

That's according to the latest benchmark AA British Insurance Premium Index, which shows the Shoparound quote fell by 1%, or £5.58, to £530.47.¹

That compares with a rise of just 0.2% over the last quarter of 2014, and a rise of 1.2% over the three months ending 30 September. Over 12 months, premiums have fallen by 5.8%.

Janet Connor, managing director of [AA Insurance](#), says that the first quarter often sees insurers offering price reductions to build market share at a time when, with the new motor registrations, more policies are sold than at other times.

However, she says the brakes are now coming, and premiums will start to rise and continue to do so over the rest of 2015: This is already beginning to happen among older drivers, but she predicts "the rate of increase isn't going to be turbocharged."

"We're starting to see insurers quoting higher prices, and I think that's the beginning of a trend, but the market remains very competitive."

Janet Connor points out that for many insurers the cost of claims is greater than premium income, which means that present prices are simply unsustainable.

Ms Connor adds that she is hopeful the new medical reporting accreditation for whiplash injury assessment will help to curb the out-of-control claims, which are leading insurers to increase premiums.

"I hope this will put off those looking for an easy cash win, but not discourage those with a genuine injury."

Continued

¹ The AA Shoparound index is an average of the five cheapest premiums, quoted from the broker, the direct market and price comparison sites, for each risk in a nationwide basket of risks representative of the insurance buying public.

AA British Insurance Premium Index

A recent AA-Populus survey has shown that 11% of motorists say they see nothing wrong in making a claim for compensation in the event of a no-fault collision, even if no injury is suffered.¹ Ms Connor says this culture is encouraged by cold calls from claims management firms.

The AA has called on the government to take firm action against such firms, as it emerged from the survey that nearly two-thirds (63%) of AA members have been cold-called by firms encouraging them to make a whiplash injury claim in the past year – a third of them (36%) more than 10 times.

"Despite the premium falls over the past couple of years, the cost of cover remains higher in the UK than in most other European countries, thanks to the claims culture in the UK," Janet Connor points out.² "While the number of crashes on Britain's roads has fallen, the number of injury claims has risen.

"It's time consumers understood the connection between premiums and making fraudulent claims. Car insurance is there to protect drivers in the event of a crash, not as an opportunity to cash in. Insurance isn't a savings account.

"My fear is that if insurance fraud such as whiplash injury claims isn't brought under control and quickly, we will see a repeat of the spiral of premiums in 2010 and 2011, when the cost of the average policy rose by over 40% in just 12 months."

Shoparound premium summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Comprehensive	£536.05	£530.47	-1.0%	£563.27	-5.8%
TPFT	£736.32	£731.00	-0.7%	£776.50	-5.9%

Note: TPFT appears to have a higher premium than comprehensive because the basket of risks reflects the type of driver that buys such cover, typically young drivers.

Continued

¹ AA-Populus survey of 20,046 drivers in an online poll, 17–24 February 2015. [Populus](#) is a founder member of the British Polling Council and abides by its rules.

² Source: Aviva, 'Road to Reform', March 2015.

AA British Insurance Premium Index

Winners and losers – Shoparound by age

Overall, this quarter saw premium falls for all age groups up to age 49. The 23–29 age group had the biggest fall, 3.4%, to an average quoted premium of £652.61. The youngest drivers benefited from a fall in average quoted premium of 0.6% to £1,207.61, compared with a rise of just 45p during the previous quarter. Those aged 70 and over suffered a sharp premium rise, with a jump of 5.3% to £387.07.

Age band	2014 Q4	2015 Q1	Change	2014 Q1	Annual
17-22	£1,215.25	£1,207.61	-0.6%	£1,289.56	-6.4%
23-29	£675.51	£652.61	-3.4%	£719.91	-9.3%
30-39	£435.19	£428.26	-1.6%	£450.49	-4.9%
40-49	£419.83	£415.59	-1.0%	£433.62	-4.2%
50-59	£344.67	£345.74	+0.3%	£362.66	-4.7%
60-69	£295.25	£305.19	+3.4%	£302.31	+1.0%
70+	£367.73	£387.07	+5.3%	£369.11	+4.9%

Winners and losers – Shoparound by region

The only region to see an average premium increase was Wales, with an average premium of £484.14, up by about £6 or 1.3%. The biggest fall was in Northern Ireland, where premiums fell by 4.5% to £756.58, swapping places with the north-west, which is now the most costly region to insure a car, with an average quoted premium of £768.97 – down 1.2%. Scotland continues to be cheapest region in the UK for car premiums, seeing a fall in premium of just 17p.

Region	2014 Q4	2015 Q1	Change	2014 Q1	Annual
Anglia	£500.94	£496.50	-0.9%	£496.50	-5.6%
Border & TyneTees	£511.72	£506.66	-1.0%	£506.66	-7.9%
Central	£544.39	£537.66	-1.2%	£537.66	-6.9%
Granada (North-west)	£787.18	£768.97	-2.3%	£768.97	-9.1%
London	£643.01	£638.98	-0.6%	£638.98	-4.1%
Scotland	£373.86	£373.69	-0.0%	£373.69	-5.0%
South	£448.76	£445.33	-0.8%	£445.33	-5.0%
Ulster	£792.06	£756.58	-4.5%	£756.58	-6.5%
Wales	£477.75	£484.14	+1.3%	£484.14	-1.1%
West & West Country	£424.64	£422.03	-0.6%	£422.03	-4.3%
Yorkshire	£605.18	£604.95	-0.0%	£604.95	-4.6%

Continued

Motor insurance premiums – summary tables and charts 2015 Q1

Download the Index (csv file) for motor insurance

[2,800 risks for car insurance](#)

AA British Insurance Premium Index - Motor insurance (chart)

Motor insurance Shoparound premium movements - all channels (chart)

Motor insurance Shoparound premium movements - all channels (table)

Motor insurance Shoparound premium movements - region and age, all channels (table)

Comprehensive insurance Shoparound premium - all channels (chart)

Third party insurance Shoparound premium - all channels (chart)

Motor insurance average premiums (charts)

Motor insurance average premiums (tables)

Motor insurance average premiums - region and age (table)

Comprehensive insurance Shoparound premium trends (chart)

Third party insurance Shoparound premium trends (chart)

Home insurance premiums – 2015 quarter 1

Good news for home owners – insurance premiums fall

- Home insurance premiums fall again according to AA Index
- Benign weather brings fewer storm claims

The Shoparound premium for a new home insurance policy has dropped sharply again over the first three months of 2015, continuing a downward trend since the end of 2011.¹

The latest benchmark AA British Insurance Premium Index shows that the average quote for a combined home buildings and contents insurance policy fell by 3.6%, or £6, to £158.66. Over 12 months the typical Shoparound quote for combined policy fell by 9.6%, or nearly £17.

The Index also shows that the cost of a buildings policy dropped by 3% over the quarter to £112.74 (10.1% over 12 months), and the cost of a contents policy fell 2.3% to £60.28 (8.2% over 12 months).

Janet Connor, managing director of [AA Insurance](#), says that the falls are greater than expected, but this reflected a long period of benign weather.

"Home premiums are most likely to be affected by extremes of weather, and the recent winter has been notable for the lack of heavy rain, snow, winds and extreme temperatures.

"Nevertheless, climate change is a reality, leading to catastrophic weather events in some parts of the world over recent months. This should serve as a reminder that the UK is not immune.

"Home insurance generally serves home owners well when there is flood or storm damage, and claims over the past three years have been well within insurers' capacity. As a result premiums have fallen."

Continued

¹ The AA Shoparound index is an average of the five cheapest premiums, quoted from the broker, the direct market and price comparison sites, for each risk in a nationwide basket of risks representative of the insurance buying public.

AA British Insurance Premium Index

Ms Connor says that the cost of [home insurance](#) is little different to when the AA launched its Index 21 years ago.

"I would not have expected premiums to have fallen by so much, but insurers are competing for market share by offering introductory discounts, so this is great news for consumers. Yet the averages do hide regional differences, and those homes most at [risk of flooding](#) will be paying higher than average premiums.

"The Flood Re insurance scheme, designed to enable those with at-risk homes to obtain affordable insurance cover, will help thousands of families. It will be funded by a levy on insurers that equates to around £10 on every home insurance policy.

"It has, however, been dogged by tortuous negotiation between the insurance industry and the government, and I don't expect it to be launched until next year.

"And although we may be experiencing relatively gentle weather conditions now, I hope that the new government after the May general election will not let flood defence spending or the launch of Flood Re slip down the agenda."

Ms Connor adds: "The cost of insuring your home for a year can be less than the cost of filling a car's fuel tank. That has to be a bargain."

The AA British Insurance Premium Index is the longest-running quarterly tracker of home and car insurance premiums.

Shoparound premium summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Buildings	£116.17	£112.74	-3.0%	£125.44	-10.1%
Contents	£61.70	£60.28	-2.3%	£65.70	-8.2%
Combined	£164.67	£158.66	-3.6%	£175.49	-9.6%

Continued

Home insurance premiums – summary tables and charts 2015 Q1

Download the Index (csv file) for home insurance:

[750 risks for home insurance](#)

AA British Insurance Premium Index - Home insurance (chart)

Home insurance Shoparound premium movements - all channels (chart)

Home insurance Shoparound premium movements - all channels (table)

Home insurance Shoparound premium movements - region, all channels (table)

Buildings insurance Shoparound premium - all channels (chart)

Contents insurance Shoparound premium - all channels (chart)

Home insurance average premiums (charts)

Home insurance average premiums (tables)

Buildings insurance average premiums – region, age, property type, year built (table)

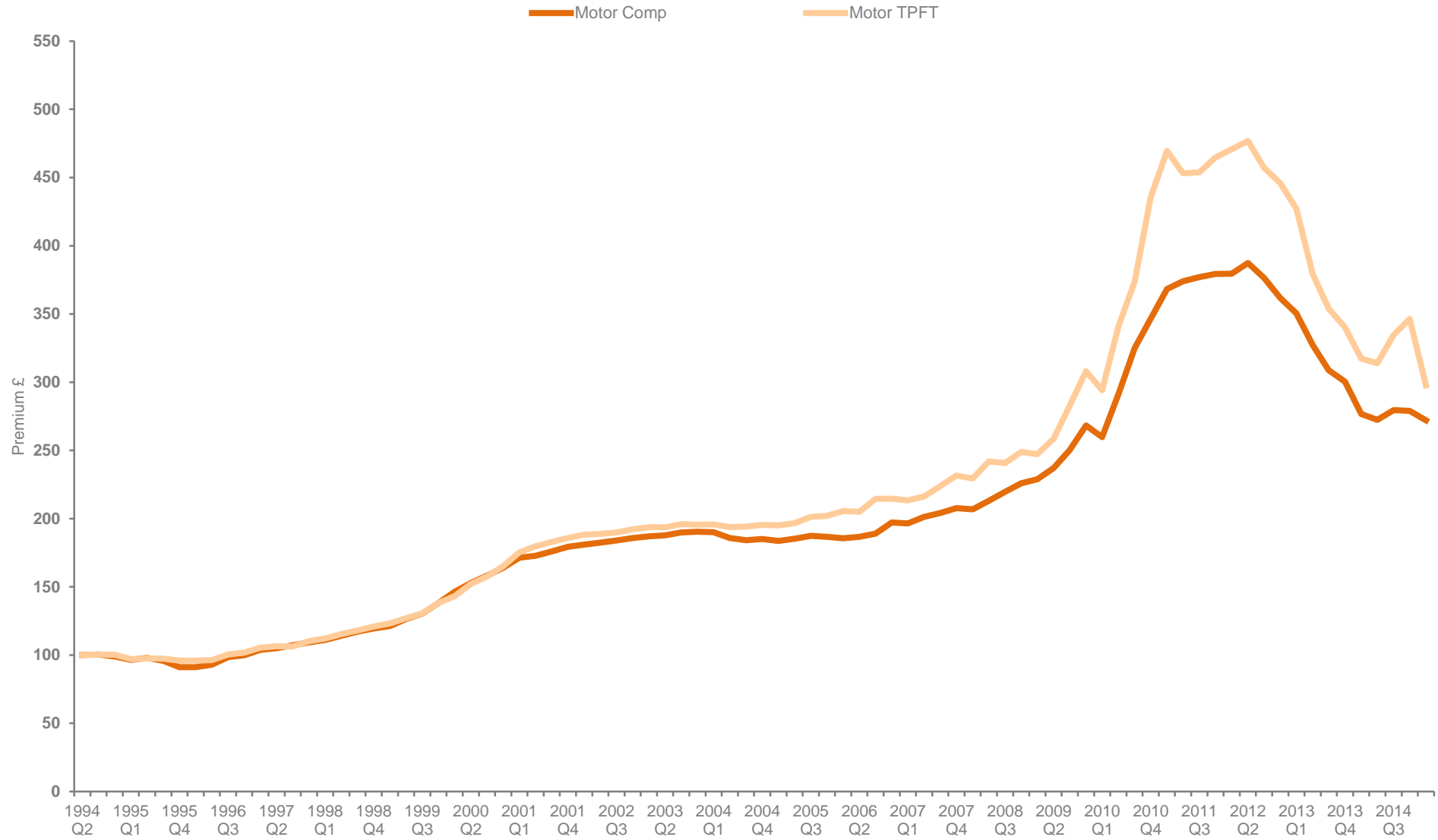
Contents insurance average premiums – region, age, property type, year built (table)

Combined insurance average premiums – region, age, property type, year built (table)

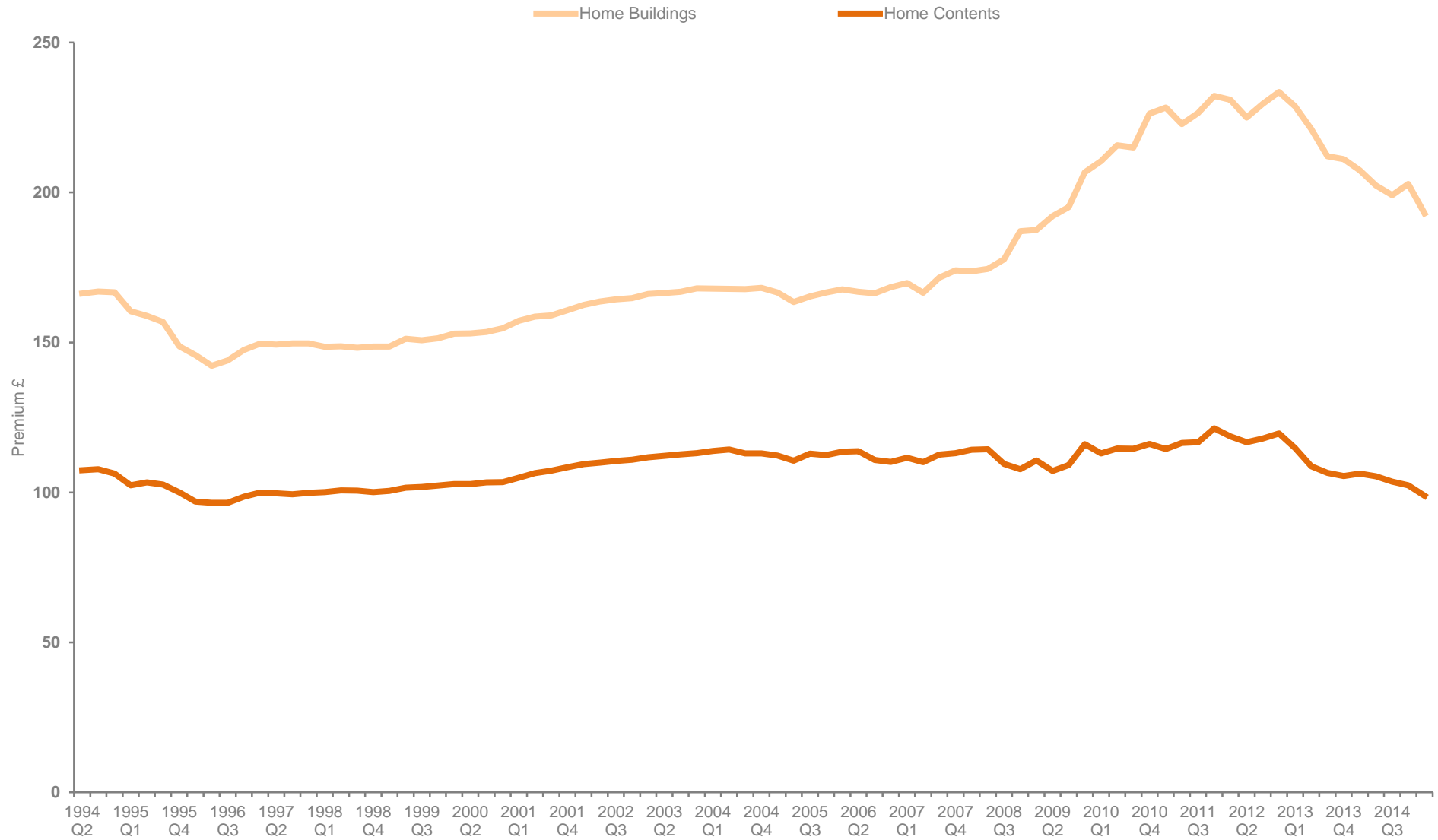
Buildings insurance Shoparound premium trends (chart)

Contents insurance Shoparound premium trends (chart)

AA British Insurance Premium Index - market average trends

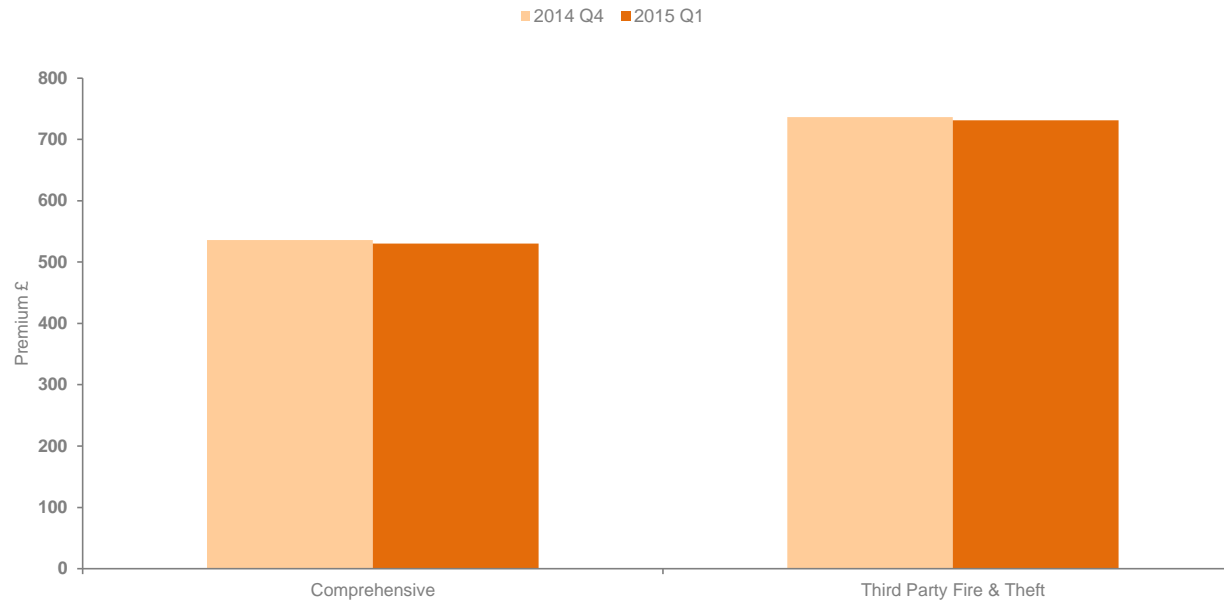


AA British Insurance Premium Index - market average trends



AA British Insurance Premium Index - Motor Shoparound premium all channels

	2014 Q4	2015 Q1
Comprehensive	£536.05	£530.47
Third Party Fire & Theft	£736.32	£731.00



A base rate of 100 was set at July 1994. The British Insurance Premium Index gives a quarterly update on the movements of home insurance on 750 risks each for buildings and contents, and on 2800 car insurance risks - 2500 comprehensive and 300 TPFT. July 1994 and subsequent premiums are assumed average premiums rebased in line with BIPI production methods over time.

The Index shows average car insurance premiums based on open market rates from 80 of the UK's leading insurers and home premiums across 72 insurers. Composites, direct writers and online providers are included.

The quarterly move compares the market average premium this quarter with the previous quarter.

The shoparound premium is the average of the five lowest premiums quoted by the insurers in the market survey. This more closely reflects the price paid, but does not take account of discretionary discounts offered.

All premiums shown include Insurance Premium Tax at the prevailing rate.
Premiums shown for July 1994 alone are free of IPT

While it is not possible to include risks from every town in the UK, those selected are typical risks, reflecting a cross section of the insurance market. Movements by specific towns are checked separately using a basket of 250000 risks.

AA BIPI - Motor insurance premium movements

Shoparound summary - all channels*

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Comprehensive	£536.05	£530.47	- 1.0%	£563.27	- 5.8%
Third Party Fire & Theft	£736.32	£731.00	- 0.7%	£776.50	- 5.9%

* Based on GFK channel preference and arrangement data - June 2014.

AA BIPI - Motor insurance premium movements

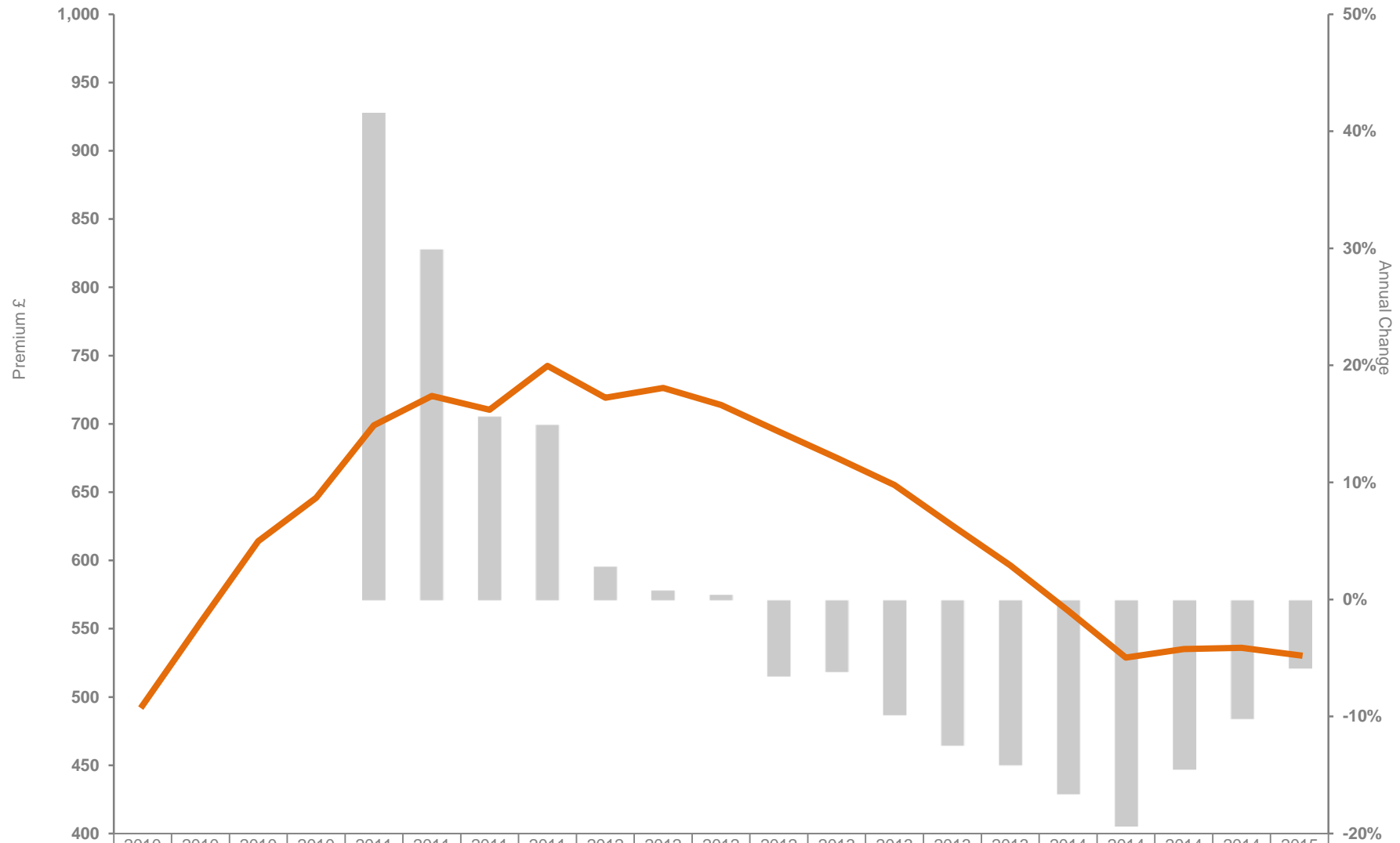
Summary by region - all channels

Region	Shoparound		Change
	2014 Q4	2015 Q1	
Anglia	£500.94	£496.50	- 0.9%
Border & TyneTees	£511.72	£506.66	- 1.0%
Central	£544.39	£537.66	- 1.2%
Granada	£787.18	£768.97	- 2.3%
London	£643.01	£638.98	- 0.6%
Scotland	£373.86	£373.69	- 0.0%
South	£448.76	£445.33	- 0.8%
UTV	£792.06	£756.58	- 4.5%
Wales	£477.75	£484.14	+ 1.3%
West & West Country	£424.64	£422.03	- 0.6%
Yorkshire	£605.18	£604.95	- 0.0%

Summary by age - all channels

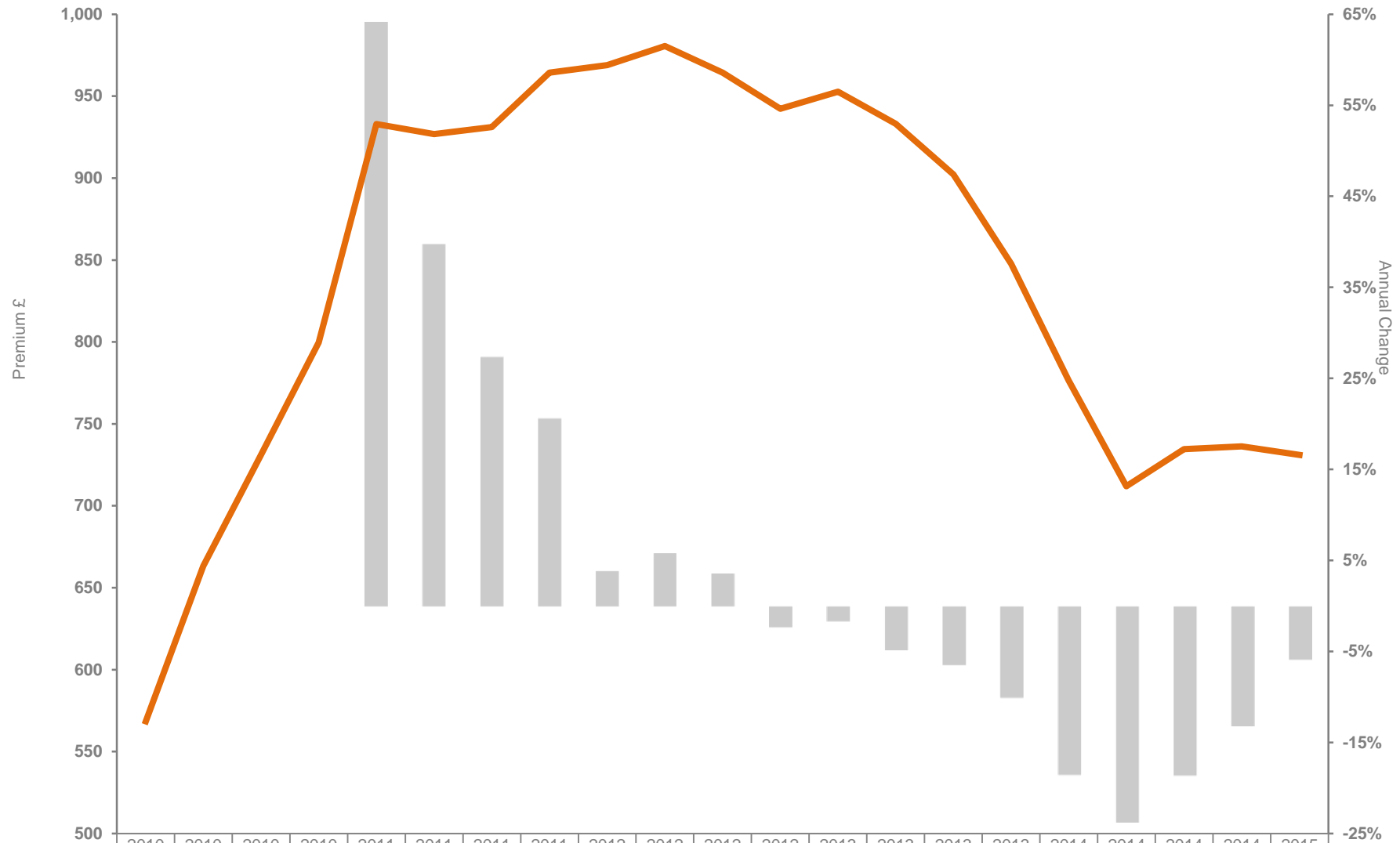
Age	Shoparound		Change
	2014 Q4	2015 Q1	
17-22	£1,215.25	£1,207.61	- 0.6%
23-29	£675.51	£652.61	- 3.4%
30-39	£435.19	£428.26	- 1.6%
40-49	£419.83	£415.59	- 1.0%
50-59	£344.67	£345.74	+ 0.3%
60-69	£295.25	£305.19	+ 3.4%
70+	£367.73	£387.07	+ 5.3%

AA BIPI - Motor comprehensive Shoparound premium



	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1
Annual change					41.5%	29.9%	15.7%	15.0%	2.9%	0.8%	0.5%	-6.5%	-6.1%	-9.8%	-12.4%	-14.1%	-16.6%	-19.3%	-14.4%	-10.1%	-5.8%
Comp premium	£493.7	£554.5	£614.0	£645.7	£698.8	£720.4	£710.4	£742.4	£719.1	£726.3	£713.9	£694.2	£675.1	£655.1	£625.4	£596.4	£563.2	£528.7	£535.1	£536.0	£530.4

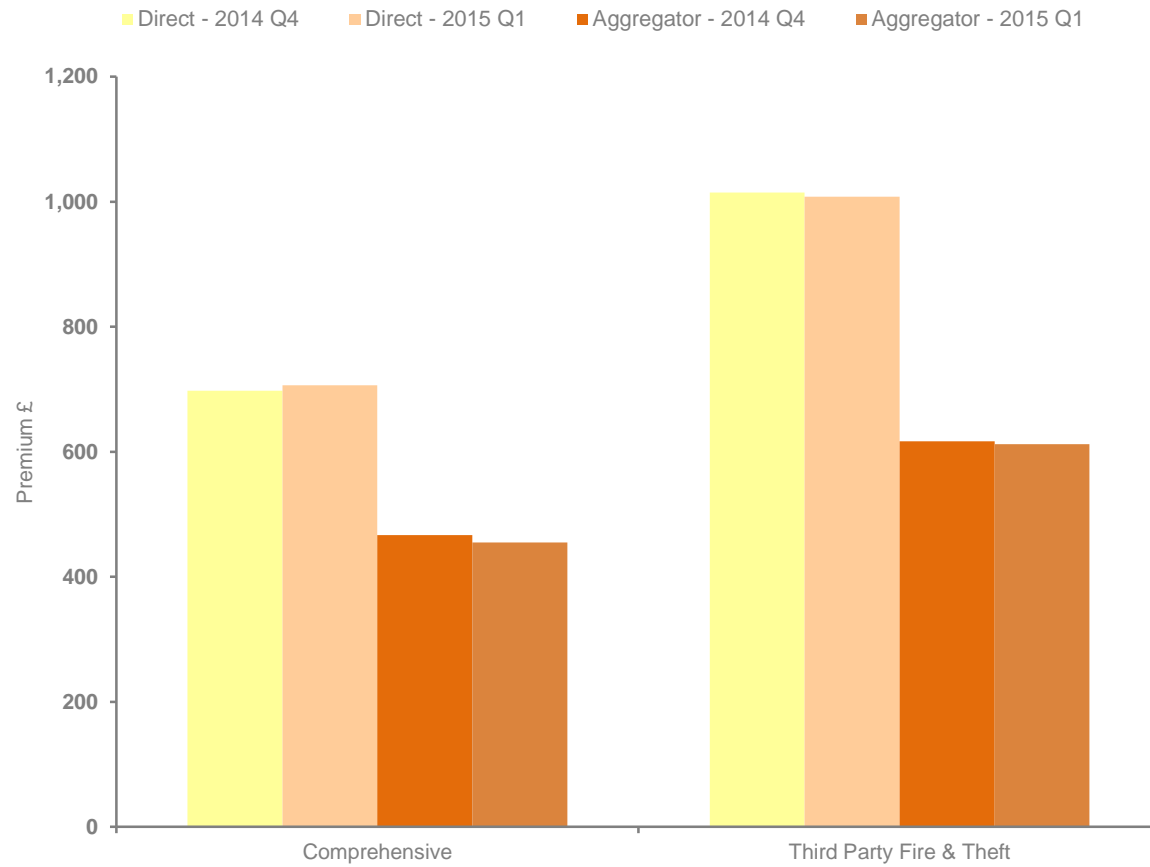
AA BIPI - Motor third party Shoparound premium



Annual Change					64.1%	39.7%	27.4%	20.6%	3.9%	5.8%	3.6%	-2.3%	-1.7%	-4.8%	-6.4%	-10.0%	-18.5%	-23.7%	-18.6%	-13.1%	-5.9%
TPFT Premium	£568.4	£663.3	£731.0	£799.6	£932.9	£926.8	£931.0	£964.3	£968.8	£980.5	£964.3	£942.2	£952.7	£933.1	£902.2	£847.7	£776.5	£711.9	£734.5	£736.3	£731.0

AA British Insurance Premium Index - average premiums

Shoparound	Direct		Aggregator	
	2014 Q4	2015 Q1	2014 Q4	2015 Q1
Comprehensive	£697.62	£706.68	£466.81	£454.95
Third Party Fire & Theft	£1,014.67	£1,008.11	£617.02	£612.24



AA BIPI - Motor insurance direct channel average premium

Shoparound summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Comprehensive	£697.62	£706.68	+ 1.3%	£698.05	+ 1.2%
Third Party Fire & Theft	£1,014.67	£1,008.11	- 0.6%	£1,006.40	+ 0.2%

AA BIPI - Motor insurance aggregator channel average premium

Shoparound summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Comprehensive	£466.81	£454.95	- 2.5%	£505.50	- 10.0%
Third Party Fire & Theft	£617.02	£612.24	- 0.8%	£677.97	- 9.7%

AA BIPI - Motor insurance direct channel average premium

Motor summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Anglia	£639.45	£647.83	+ 1.3%
Border & TyneTees	£648.52	£667.26	+ 2.9%
Central	£741.77	£746.38	+ 0.6%
Granada	£1,003.88	£1,009.77	+ 0.6%
London	£858.26	£858.38	+ 0.0%
Scotland	£487.41	£483.14	- 0.9%
South	£593.05	£602.71	+ 1.6%
UTV	£893.74	£880.54	- 1.5%
Wales	£646.60	£678.97	+ 5.0%
West & West Country	£544.16	£555.22	+ 2.0%
Yorkshire	£823.16	£835.42	+ 1.5%

Motor summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£1,680.77	£1,737.27	+ 3.4%
23-29	£977.16	£952.73	- 2.5%
30-39	£569.43	£568.18	- 0.2%
40-49	£527.71	£526.49	- 0.2%
50-59	£428.24	£435.17	+ 1.6%
60-69	£393.64	£410.68	+ 4.3%
70+	£484.96	£527.40	+ 8.8%

AA BIPI - Motor insurance aggregator channel average premium

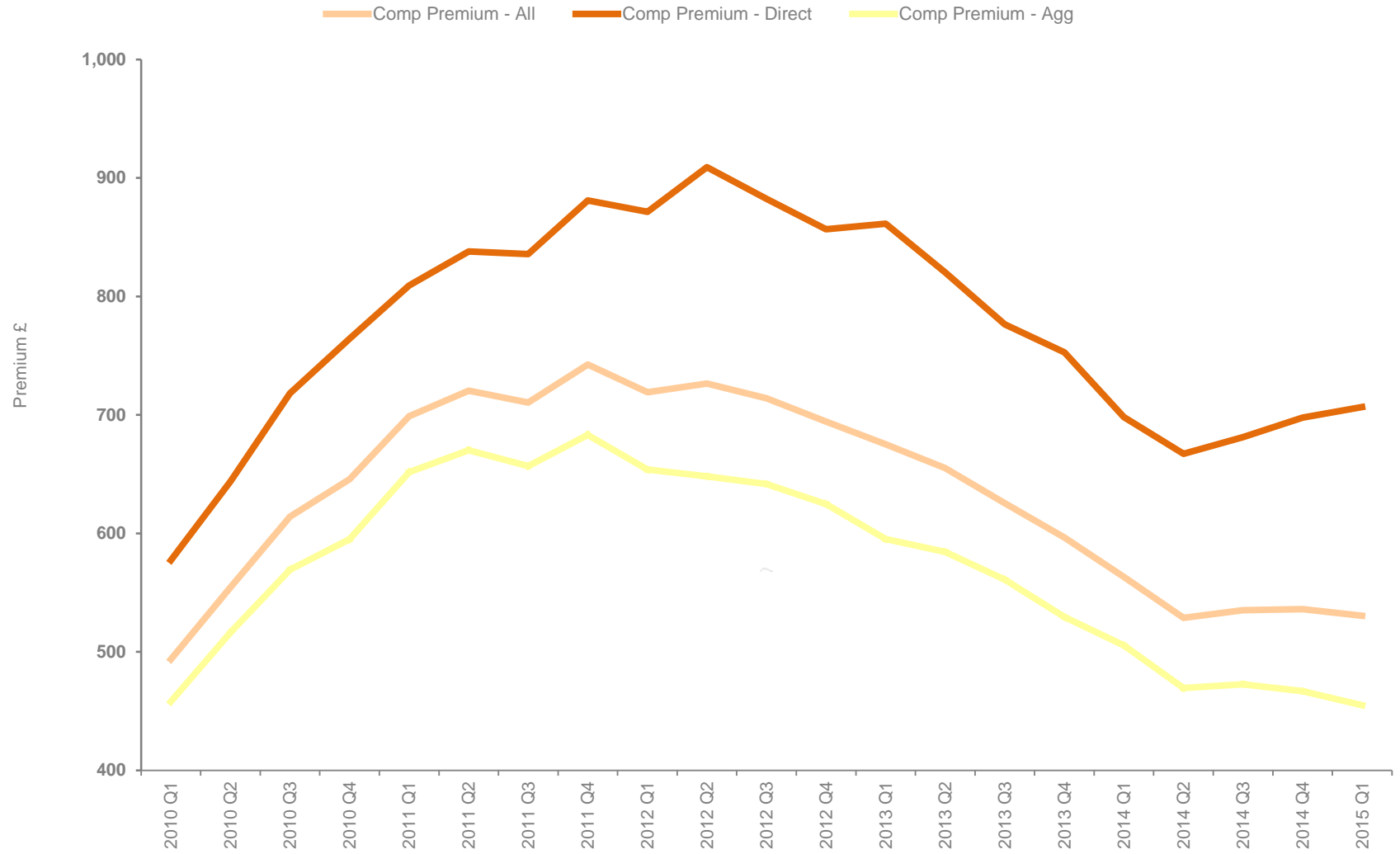
Motor summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Anglia	£441.58	£431.64	- 2.2%
Border & TyneTees	£453.10	£437.83	- 3.4%
Central	£459.80	£448.21	- 2.5%
Granada	£694.31	£665.77	- 4.1%
London	£550.76	£544.96	- 1.1%
Scotland	£325.19	£326.78	+ 0.5%
South	£386.93	£377.89	- 2.3%
UTV	£748.48	£703.45	- 6.0%
Wales	£405.39	£400.65	- 1.2%
West & West Country	£373.41	£364.95	- 2.3%
Yorkshire	£511.76	£506.18	- 1.1%

Motor summary by age

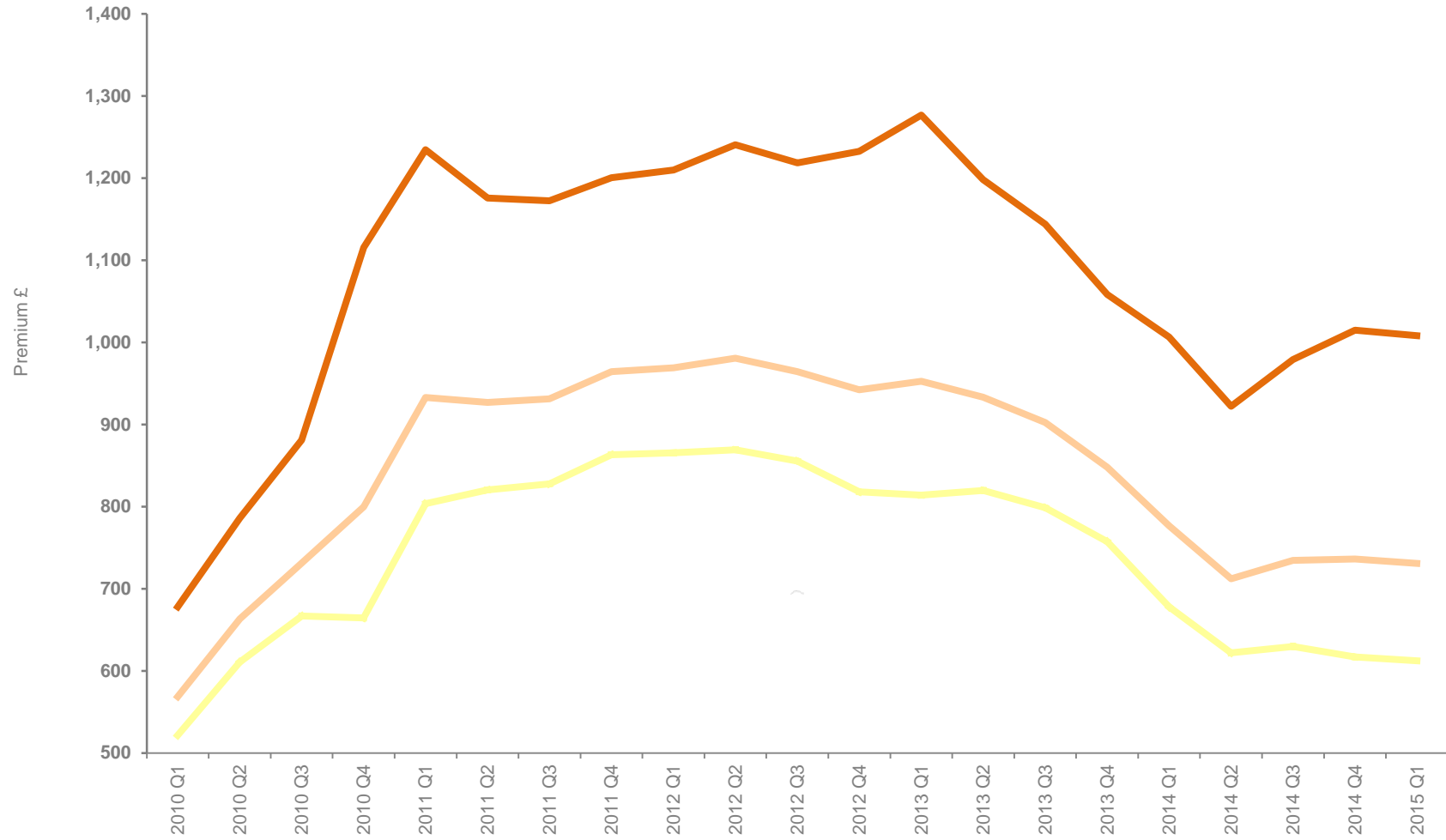
Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£1,015.74	£980.60	- 3.5%
23-29	£546.23	£523.99	- 4.1%
30-39	£377.67	£368.29	- 2.5%
40-49	£373.60	£368.06	- 1.5%
50-59	£308.86	£307.41	- 0.5%
60-69	£253.08	£259.98	+ 2.7%
70+	£317.49	£326.93	+ 3.0%

AA BIPI - Motor comprehensive Shoparound premium trends



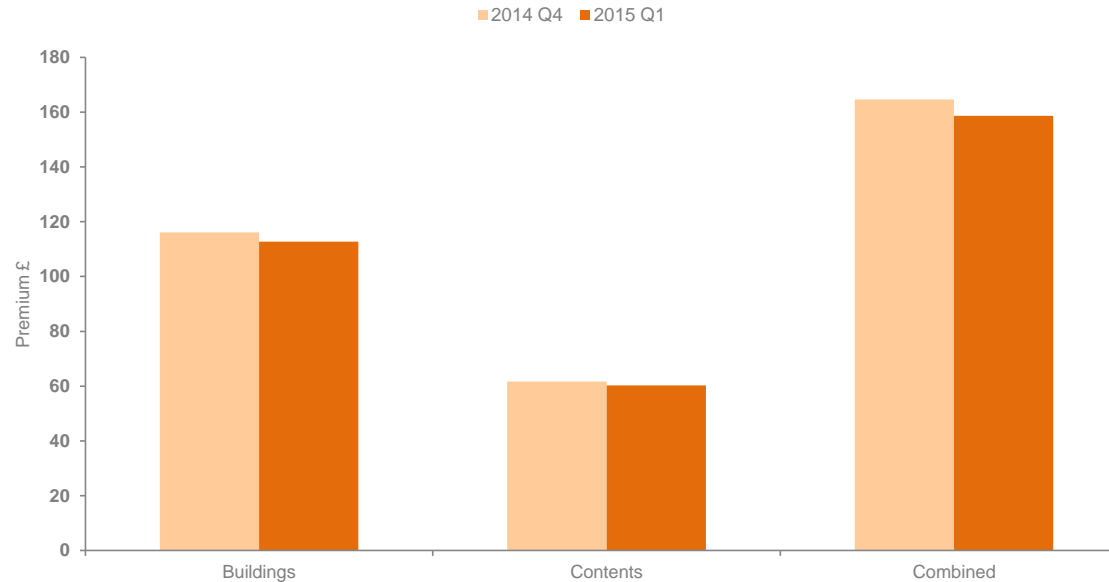
AA BIPI - Motor third party Shoparound premium trends

TPFT Premium - All TPFT Premium - Direct TPFT Premium - Agg



AA British Insurance Premium Index - Home Shoparound premium all channels

	2014 Q4	2015 Q1
Buildings	116.17	112.74
Contents	61.70	60.28
Combined	164.67	158.66



A base rate of 100 was set at July 1994. The British Insurance Premium Index gives a quarterly update on the movements of home insurance on 750 risks each for buildings and contents, and on 2800 car insurance risks - 2500 comprehensive and 300 TPFT. July 1994 and subsequent premiums are assumed average premiums rebased in line with BIPI production methods over time.

The Index shows average car insurance premiums based on open market rates from 80 of the UK's leading insurers and home premiums across 72 insurers. Composites, direct writers and online providers are included.

The quarterly move compares the market average premium this quarter with the previous quarter.

The shoparound premium is the average of the five lowest premiums quoted by the insurers in the market survey. This more closely reflects the price paid, but does not take account of discretionary discounts offered.

All premiums shown include Insurance Premium Tax at the prevailing rate.
Premiums shown for July 1994 alone are free of IPT

While it is not possible to include risks from every town in the UK, those selected are typical risks, reflecting a cross section of the insurance market. Movements by specific towns are checked separately using a basket of 250000 risks.

AA BIPI - Home insurance premium movements

Shoparound summary - all channels*

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Buildings	116.17	112.74	- 3.0%	£125.44	- 10.1%
Contents	61.70	60.28	- 2.3%	£65.70	- 8.2%
Combined	164.67	158.66	- 3.6%	£175.49	- 9.6%

* Based on GFK channel preference and arrangement data - June 2014.

AA BIPI - Home insurance premium movements

Buildings summary by region - all channels

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£117.74	£116.21	- 1.3%
Central & Granada	£113.23	£110.40	- 2.5%
London & South	£123.04	£118.03	- 4.1%
Scotland	£113.04	£111.10	- 1.7%
Wales	£124.85	£121.61	- 2.6%
West & West Country	£110.03	£106.97	- 2.8%
Yorkshire & Anglia	£110.38	£107.07	- 3.0%

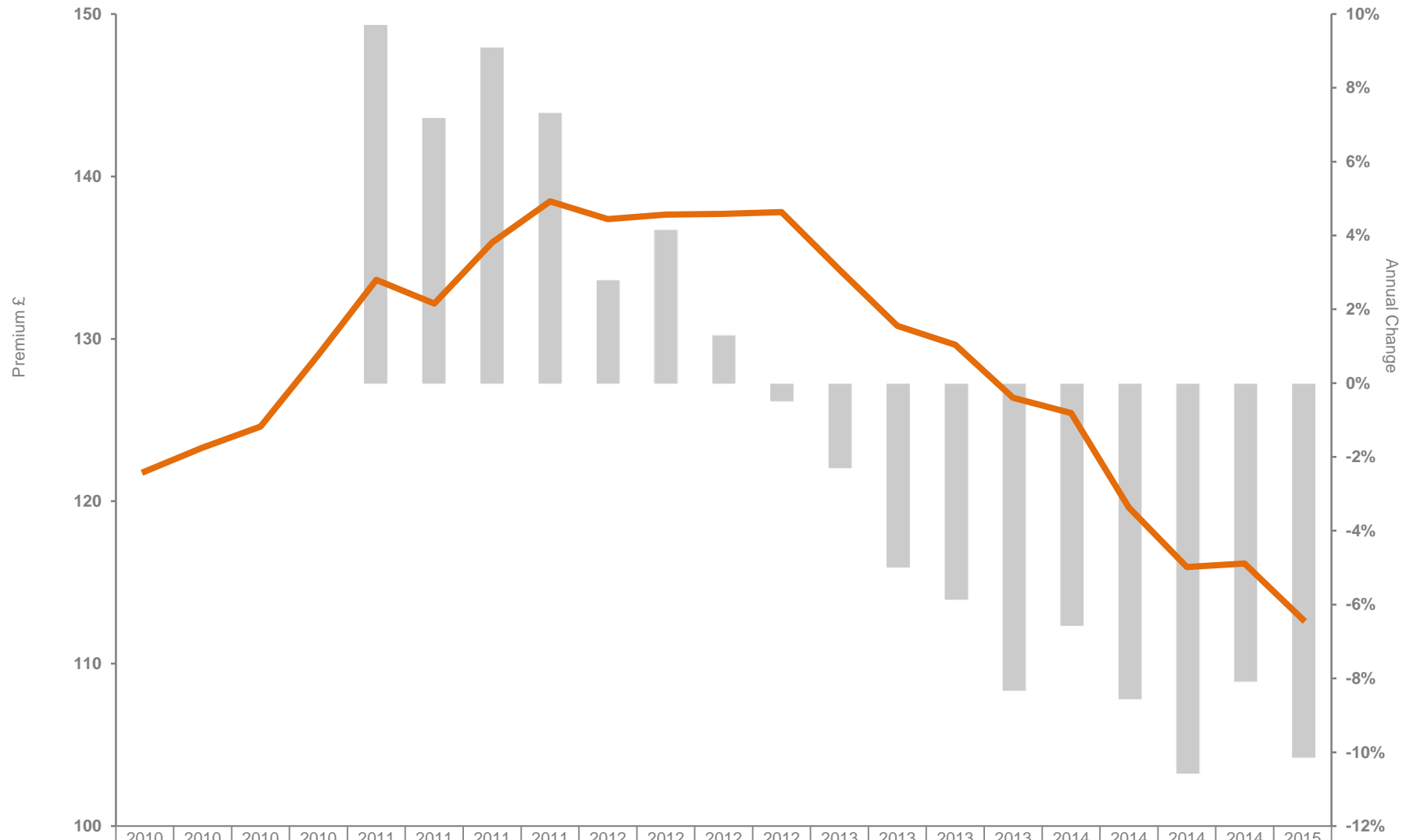
Contents summary by region - all channels

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£58.87	£58.74	- 0.2%
Central & Granada	£64.65	£62.66	- 3.1%
London & South	£62.63	£60.71	- 3.1%
Scotland	£54.75	£54.51	- 0.4%
Wales	£60.76	£59.60	- 1.9%
West & West Country	£57.59	£56.37	- 2.1%
Yorkshire & Anglia	£62.73	£61.59	- 1.8%

Combined summary by region - all channels

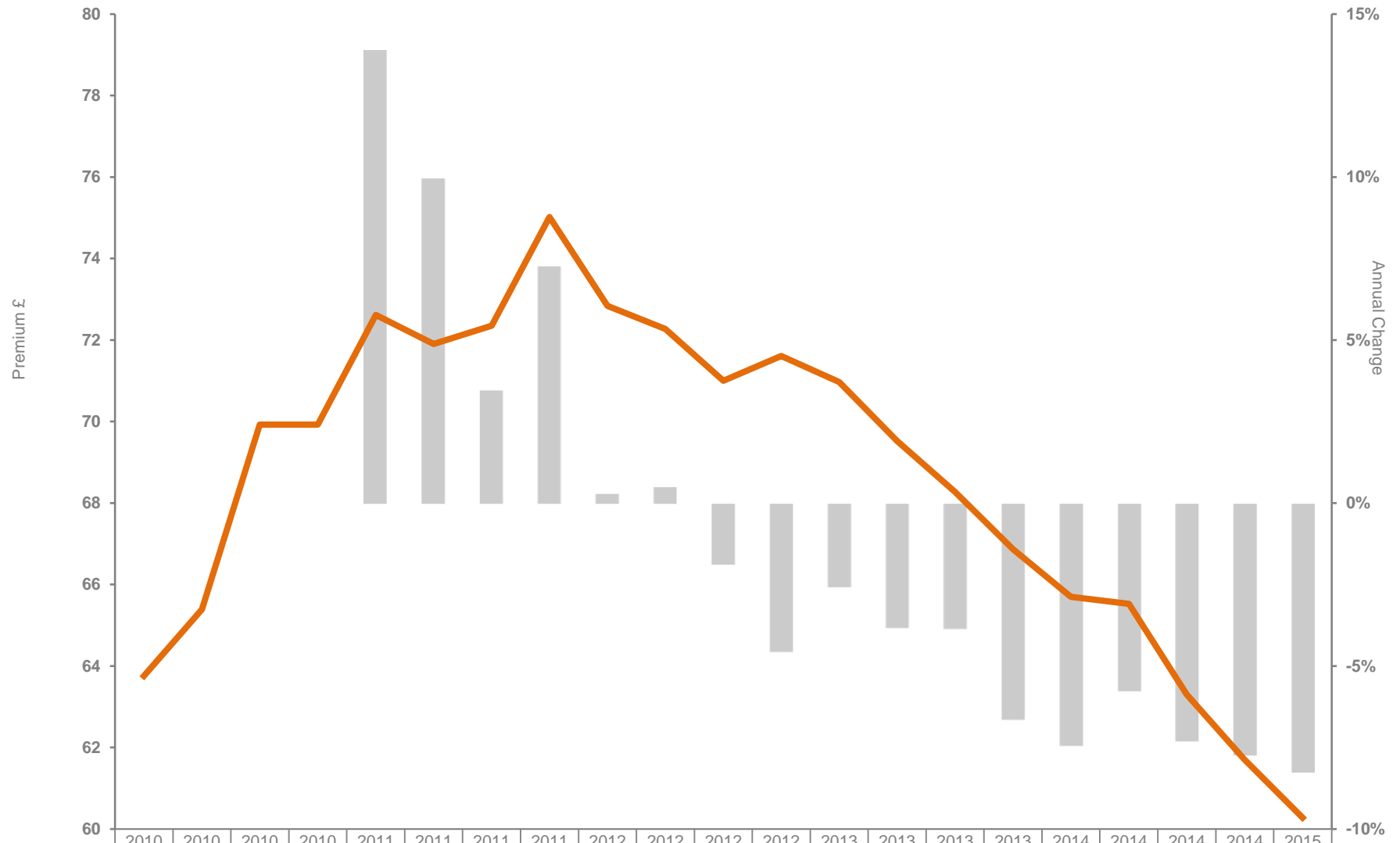
Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£163.51	£159.79	- 2.3%
Central & Granada	£163.11	£157.64	- 3.4%
London & South	£173.36	£165.67	- 4.4%
Scotland	£155.22	£149.96	- 3.4%
Wales	£171.01	£166.13	- 2.8%
West & West Country	£153.02	£147.79	- 3.4%
Yorkshire & Anglia	£161.04	£155.16	- 3.6%

AA BIPI - Home buildings Shoparound premium



	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	2012 Q3	2012 Q4	2013 Q1	2013 Q2	2013 Q3	2013 Q4	2014 Q1	2014 Q2	2014 Q3	2014 Q4	2015 Q1
Annual Change					9.7%	7.2%	9.1%	7.3%	2.8%	4.1%	1.3%	-0.5%	-2.3%	-5.0%	-5.9%	-8.3%	-6.6%	-8.5%	-10.6%	-8.1%	-10.1%
Buildings Premium	121.83	123.31	124.61	129.04	133.64	132.16	135.92	138.47	137.38	137.64	137.69	137.81	134.24	130.79	129.63	126.36	125.44	119.62	115.95	116.17	112.74

AA BIPI - Home contents Shoparound premium

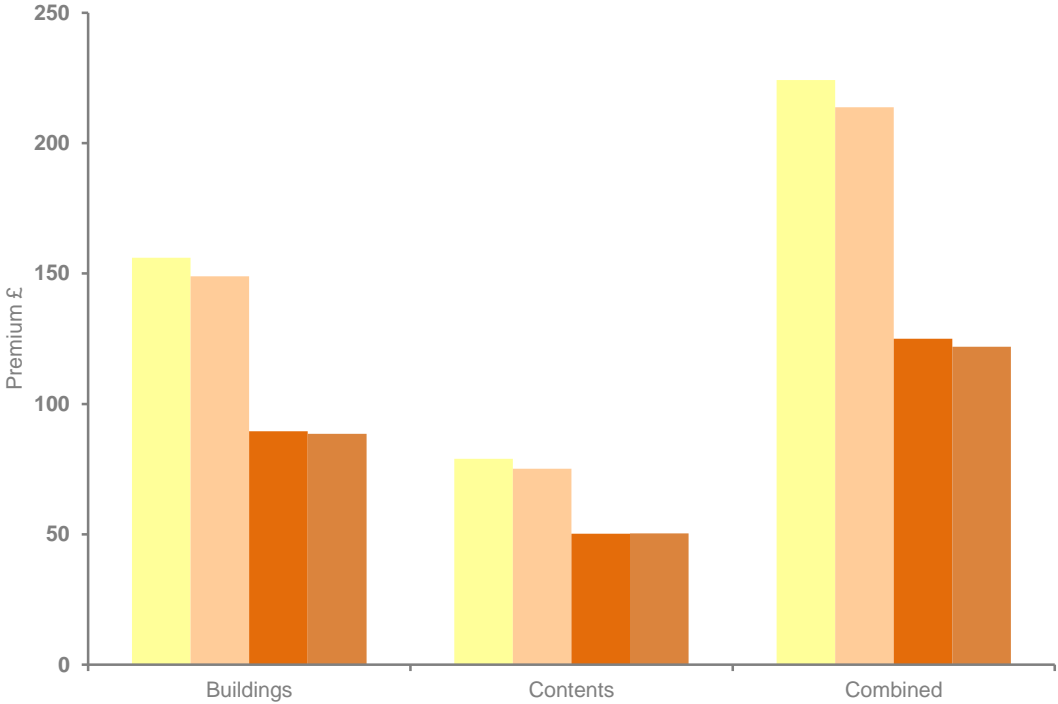


Annual Change					13.9%	10.0%	3.5%	7.3%	0.3%	0.5%	-1.9%	-4.5%	-2.6%	-3.8%	-3.8%	-6.6%	-7.4%	-5.7%	-7.3%	-7.7%	-8.2%
Contents Premium	63.76	65.39	69.92	69.93	72.62	71.91	72.35	75.02	72.83	72.27	71.00	71.61	70.97	69.52	68.27	66.86	65.70	65.52	63.30	61.70	60.28

AA British Insurance Premium Index - average premiums

Shoparound	Direct		Aggregator	
	2014 Q4	2015 Q1	2014 Q4	2015 Q1
Buildings	£156.08	£148.99	£89.57	£88.57
Contents	£78.99	£75.20	£50.17	£50.33
Combined	£224.21	£213.74	£124.97	£121.94

■ Direct - 2014 Q4
 ■ Direct - 2015 Q1
 ■ Aggregator - 2014 Q4
 ■ Aggregator - 2015 Q1



AA BIPI - Home insurance direct channel average premium

Shoparound summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Buildings	£156.08	£148.99	- 4.5%	£158.30	- 5.9%
Contents	£78.99	£75.20	- 4.8%	£81.82	- 8.1%
Combined	£224.21	£213.74	- 4.7%	£231.29	- 7.6%

AA BIPI - Home insurance aggregator channel average premium

Shoparound summary

	2014 Q4	2015 Q1	Change	2014 Q1	Change
Buildings	£89.57	£88.57	- 1.1%	£103.53	- 14.5%
Contents	£50.17	£50.33	+ 0.3%	£54.95	- 8.4%
Combined	£124.97	£121.94	- 2.4%	£138.28	- 11.8%

AA BIPI - Home insurance direct channel average premium

Buildings summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£164.88	£161.15	- 2.3%
Central & Granada	£154.06	£146.57	- 4.9%
London & South	£162.82	£155.03	- 4.8%
Scotland	£153.68	£147.27	- 4.2%
Wales	£171.50	£166.80	- 2.7%
West & West Country	£149.98	£141.78	- 5.5%
Yorkshire & Anglia	£144.96	£137.69	- 5.0%

Buildings summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£162.15	£151.47	- 6.6%
23-29	£171.96	£163.08	- 5.2%
30-39	£159.74	£153.42	- 4.0%
40-49	£163.64	£156.43	- 4.4%
50-59	£152.42	£144.93	- 4.9%
60-69	£130.72	£123.13	- 5.8%
70+	£131.12	£125.24	- 4.5%

Buildings summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£143.09	£136.74	- 4.4%
Detached House	£190.08	£185.06	- 2.6%
End Terraced House	£137.47	£132.51	- 3.6%
First Floor Flat	£144.39	£137.44	- 4.8%
Mid Terraced House	£151.02	£140.87	- 6.7%
Semi Detached Bungalow	£130.58	£120.21	- 7.9%
Semi Detached House	£136.68	£129.43	- 5.3%

Buildings summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£207.05	£200.19	- 3.3%
1920-1945	£154.22	£146.16	- 5.2%
1946-1979	£135.59	£128.68	- 5.1%
1980-1999	£124.10	£117.52	- 5.3%
2000+	£106.81	£99.71	- 6.7%

AA BIPI - Home insurance aggregator channel average premium

Buildings summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£86.31	£86.25	- 0.1%
Central & Granada	£86.01	£86.29	+ 0.3%
London & South	£96.52	£93.36	- 3.3%
Scotland	£85.95	£86.99	+ 1.2%
Wales	£93.75	£91.48	- 2.4%
West & West Country	£83.39	£83.76	+ 0.4%
Yorkshire & Anglia	£87.33	£86.67	- 0.8%

Buildings summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£95.85	£96.35	+ 0.5%
23-29	£97.94	£96.66	- 1.3%
30-39	£92.74	£92.56	- 0.2%
40-49	£91.00	£89.30	- 1.9%
50-59	£87.75	£85.50	- 2.6%
60-69	£77.03	£76.38	- 0.8%
70+	£79.73	£80.48	+ 0.9%

Buildings summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£86.70	£85.80	- 1.0%
Detached House	£99.69	£97.10	- 2.6%
End Terraced House	£85.37	£84.36	- 1.2%
First Floor Flat	£100.69	£98.44	- 2.2%
Mid Terraced House	£87.47	£87.62	+ 0.2%
Semi Detached Bungalow	£77.66	£80.96	+ 4.3%
Semi Detached House	£81.86	£81.54	- 0.4%

Buildings summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£105.91	£103.85	- 1.9%
1920-1945	£91.47	£90.30	- 1.3%
1946-1979	£82.33	£81.94	- 0.5%
1980-1999	£77.54	£76.77	- 1.0%
2000+	£66.93	£71.08	+ 6.2%

AA BIPI - Home insurance direct channel average premium

Contents summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£76.02	£74.53	- 2.0%
Central & Granada	£82.54	£77.89	- 5.6%
London & South	£80.71	£76.28	- 5.5%
Scotland	£68.88	£66.16	- 3.9%
Wales	£79.23	£75.85	- 4.3%
West & West Country	£73.18	£69.57	- 4.9%
Yorkshire & Anglia	£79.98	£76.62	- 4.2%

Contents summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£99.70	£90.61	- 9.1%
23-29	£95.85	£89.82	- 6.3%
30-39	£85.67	£82.15	- 4.1%
40-49	£79.84	£76.14	- 4.6%
50-59	£74.81	£70.30	- 6.0%
60-69	£64.21	£60.59	- 5.6%
70+	£57.89	£56.76	- 1.9%

Contents summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£71.59	£68.65	- 4.1%
Detached House	£85.34	£81.45	- 4.6%
End Terraced House	£80.35	£77.95	- 3.0%
First Floor Flat	£85.24	£80.99	- 5.0%
Mid Terraced House	£78.41	£73.85	- 5.8%
Semi Detached Bungalow	£68.89	£65.69	- 4.6%
Semi Detached House	£75.28	£71.75	- 4.7%

Contents summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£89.60	£85.48	- 4.6%
1920-1945	£83.84	£79.12	- 5.6%
1946-1979	£72.29	£68.99	- 4.6%
1980-1999	£71.62	£68.27	- 4.7%
2000+	£73.32	£71.06	- 3.1%

AA BIPI - Home insurance aggregator channel average premium

Contents summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£47.43	£48.22	+ 1.7%
Central & Granada	£52.73	£52.51	- 0.4%
London & South	£50.58	£50.33	- 0.5%
Scotland	£45.33	£46.74	+ 3.1%
Wales	£48.44	£48.77	+ 0.7%
West & West Country	£47.20	£47.57	+ 0.8%
Yorkshire & Anglia	£51.23	£51.57	+ 0.7%

Contents summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£63.54	£58.24	- 8.3%
23-29	£57.89	£57.18	- 1.2%
30-39	£53.07	£53.17	+ 0.2%
40-49	£51.08	£50.92	- 0.3%
50-59	£48.03	£48.85	+ 1.7%
60-69	£41.46	£42.60	+ 2.7%
70+	£39.44	£41.12	+ 4.3%

Contents summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£47.25	£47.64	+ 0.8%
Detached House	£52.14	£51.24	- 1.7%
End Terraced House	£50.56	£51.33	+ 1.5%
First Floor Flat	£50.69	£51.49	+ 1.6%
Mid Terraced House	£51.67	£52.13	+ 0.9%
Semi Detached Bungalow	£43.03	£43.97	+ 2.2%
Semi Detached House	£48.37	£49.09	+ 1.5%

Contents summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£56.26	£55.03	- 2.2%
1920-1945	£52.05	£52.00	- 0.1%
1946-1979	£46.49	£47.45	+ 2.1%
1980-1999	£46.78	£47.53	+ 1.6%
2000+	£45.87	£47.59	+ 3.8%

AA BIPI - Home insurance direct channel average premium

Combined summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£226.84	£220.97	- 2.6%
Central & Granada	£223.10	£211.29	- 5.3%
London & South	£235.45	£223.70	- 5.0%
Scotland	£208.29	£198.17	- 4.9%
Wales	£239.67	£233.34	- 2.6%
West & West Country	£208.61	£200.11	- 4.1%
Yorkshire & Anglia	£217.01	£206.34	- 4.9%

Combined summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£251.38	£230.13	- 8.5%
23-29	£256.02	£242.33	- 5.3%
30-39	£234.73	£223.04	- 5.0%
40-49	£232.33	£222.48	- 4.2%
50-59	£215.03	£204.70	- 4.8%
60-69	£185.78	£178.64	- 3.8%
70+	£180.26	£173.41	- 3.8%

Combined summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£206.92	£199.11	- 3.8%
Detached House	£259.34	£250.69	- 3.3%
End Terraced House	£214.13	£196.52	- 8.2%
First Floor Flat	£213.98	£207.54	- 3.0%
Mid Terraced House	£219.11	£205.15	- 6.4%
Semi Detached Bungalow	£187.64	£176.22	- 6.1%
Semi Detached House	£204.60	£193.98	- 5.2%

Combined summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£278.81	£268.65	- 3.6%
1920-1945	£229.84	£217.60	- 5.3%
1946-1979	£199.56	£189.35	- 5.1%
1980-1999	£186.35	£177.16	- 4.9%
2000+	£177.91	£167.41	- 5.9%

AA BIPI - Home insurance aggregator channel average premium

Combined summary by region

Region	Shoparound		
	2014 Q4	2015 Q1	Change
Border & TyneTees	£121.30	£119.00	- 1.9%
Central & Granada	£123.12	£121.87	- 1.0%
London & South	£131.97	£126.99	- 3.8%
Scotland	£119.84	£117.82	- 1.7%
Wales	£125.23	£121.33	- 3.1%
West & West Country	£115.96	£112.91	- 2.6%
Yorkshire & Anglia	£123.72	£121.04	- 2.2%

Combined summary by age

Age	Shoparound		
	2014 Q4	2015 Q1	Change
17-22	£138.39	£136.54	- 1.3%
23-29	£137.93	£134.48	- 2.5%
30-39	£129.73	£125.97	- 2.9%
40-49	£126.27	£123.99	- 1.8%
50-59	£122.47	£118.66	- 3.1%
60-69	£109.70	£107.15	- 2.3%
70+	£110.17	£107.66	- 2.3%

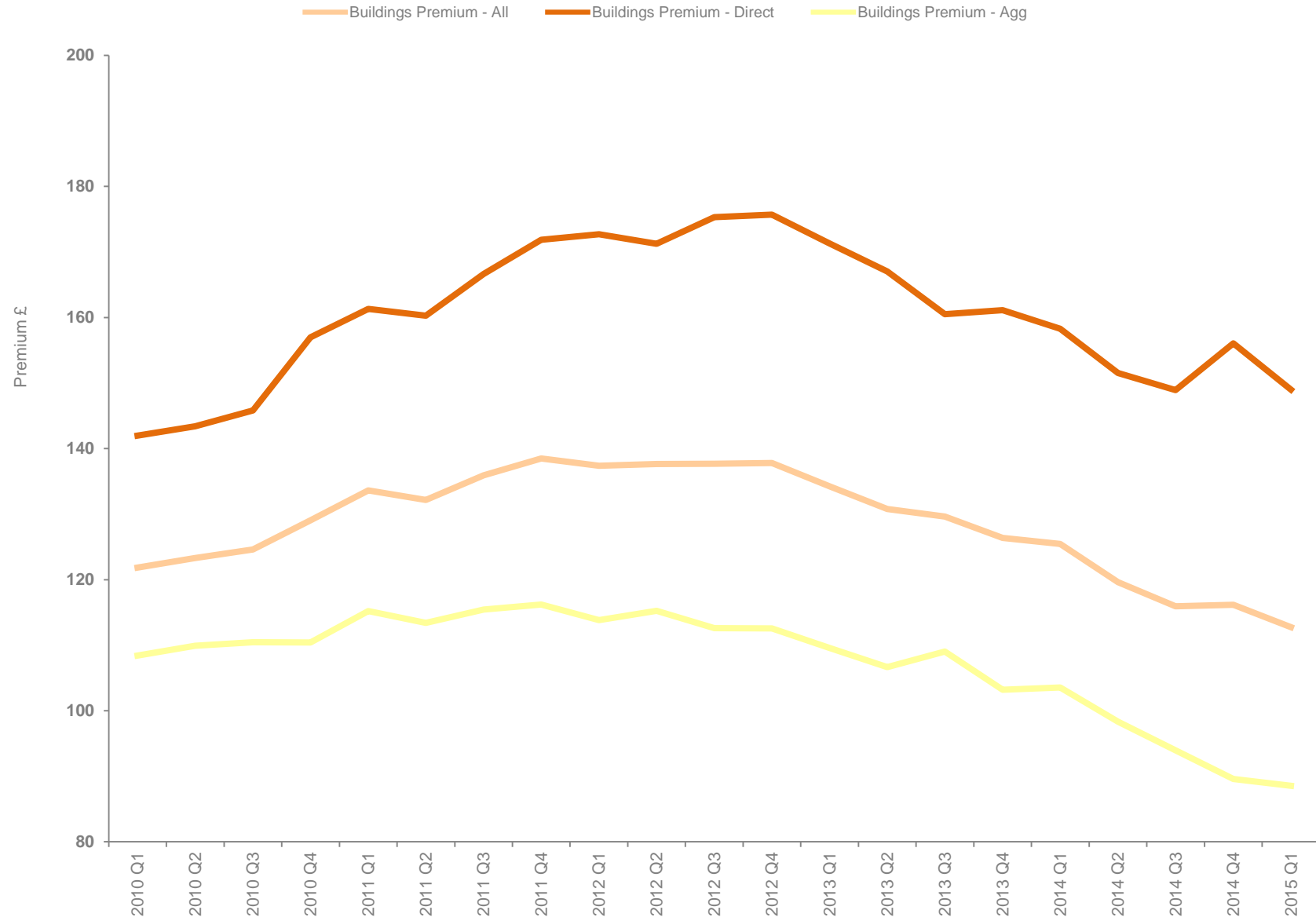
Combined summary by property

Property type	Shoparound		
	2014 Q4	2015 Q1	Change
Detached Bungalow	£118.27	£113.81	- 3.8%
Detached House	£134.11	£131.81	- 1.7%
End Terraced House	£123.97	£121.52	- 2.0%
First Floor Flat	£136.33	£133.20	- 2.3%
Mid Terraced House	£125.77	£121.43	- 3.5%
Semi Detached Bungalow	£106.37	£106.14	- 0.2%
Semi Detached House	£117.26	£114.79	- 2.1%

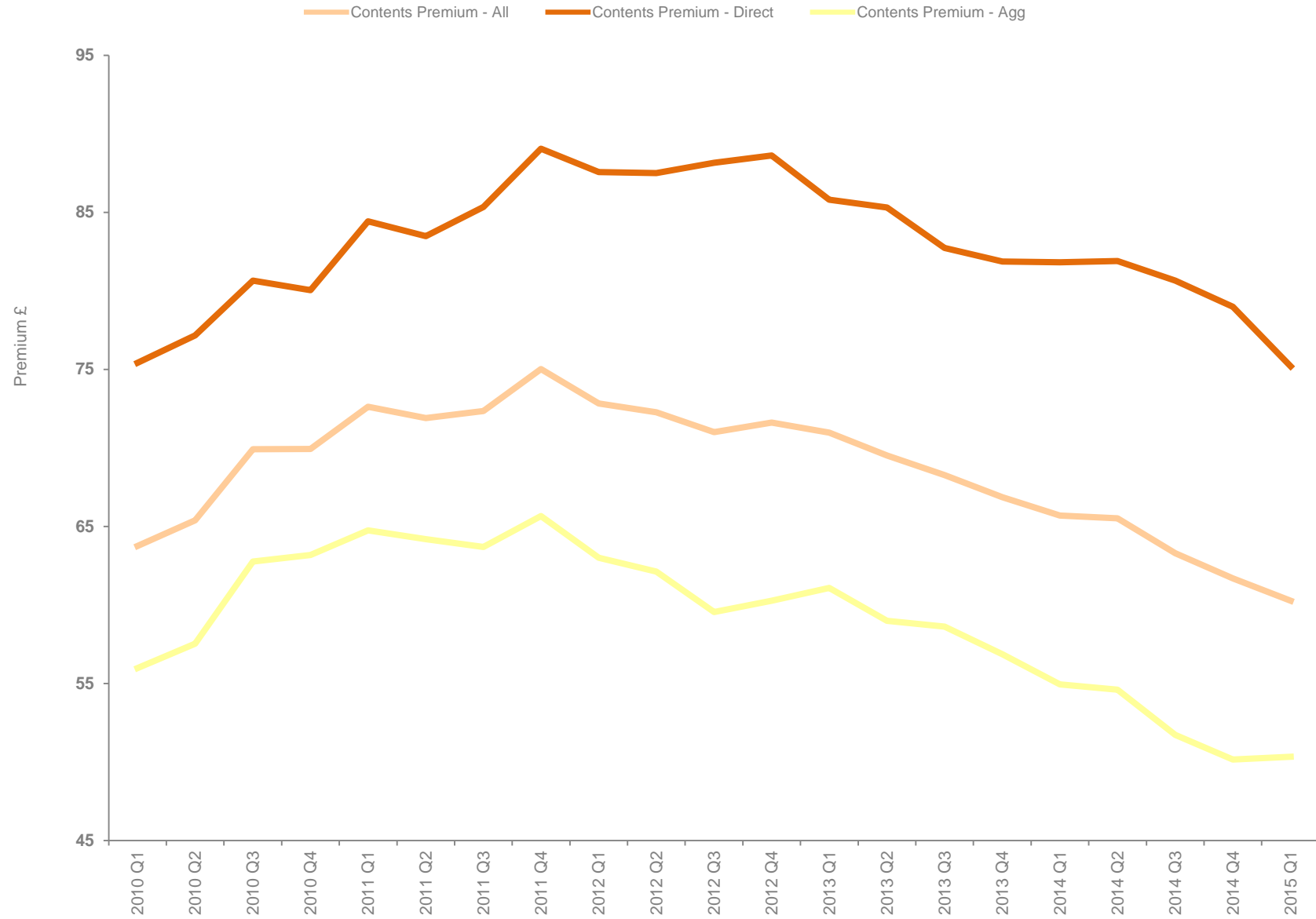
Combined summary by year built

Year built	Shoparound		
	2014 Q4	2015 Q1	Change
<1920	£145.02	£141.26	- 2.6%
1920-1945	£129.97	£125.85	- 3.2%
1946-1979	£115.87	£113.07	- 2.4%
1980-1999	£107.21	£106.17	- 1.0%
2000+	£98.20	£103.23	+ 5.1%

AA BIPI - Home buildings Shoparound premium trends



AA BIPI - Home contents Shoparound premium trends



AA BRITISH INSURANCE PREMIUM INDEX - 2015 Q1

Note: IPT at 2.5 per cent was introduced to premiums between July and October 1994
IPT was increased to 4% on 1 April 1997 and then to 5% on 1 July 1999 and then to 6% on 4 January 2011
Figures shown include IPT, whereas on July 1994 premiums IPT did not apply

All figures are market average premiums

Important Note

The information contained in the British Insurance Premium Index ("Index") is the AA copyright:
© **Automobile Association Insurance Services Limited 2015. All rights reserved.**

The information may only be used internally by the business ("Internal Business Use") on the following terms.
Internal Business Use means use of the information contained in the Index in reports and submissions, that do not carry advertising, in internal business activities.
It specifically excludes any commercial use and exploitation including any use whereby the user obtains direct or indirect revenue, for example as part of any publishing activity, promotion, marketing or advertising. The AA Copyright notice must be displayed on all such information.

Press journalists may use the Index for editorial purposes without prior permission.

Any use of the Index other than as above is not permitted without the prior written consent of the AA (details below).

AA excludes all implied warranties and conditions to the fullest extent permitted by law. AA does not in any way warrant the accuracy or completeness of the Index and by using the Index the user acknowledges that it is relying upon its own skill in determining its suitability for any general or specific purpose and accepts that the Index may not be error free.

Automobile Association Insurance Services Limited is an intermediary and is regulated by the Financial Conduct Authority.

For further information, please contact Ian Crowder, telephone 01256 492 844 or email ian.crowder@theaa.com.